

## Message Text

UNCLASSIFIED

PAGE 01 CARACA 06477 131230Z

44

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 DRC-01 RSC-01 /030 W

----- 111363

R 122047Z JUL 74

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 4667

UNCLAS CARACAS 6477

EO 11652: NA

TAGS: BEXP VE

SUBJECT: PROMOTION THEME RECOMMENDATIONS

REF: (A) STATE 148736; (B) STATE A-3308

1. WE HAVE BEEN AND STILL ARE ENGAGED IN FORMULATION OF COUNTRY COMMERCIAL PROGRAM, AND OUR KEY ECONOMIC/COMMERCIAL OFFICERS HAVE BEEN IN PROCESS OF REPLACEMENT. SINCE PROMOTION TRADE THEMES SEEM TO US TO BE CLOSELY RELATED TO IF NOT INDISTINGUISHABLE FROM TRADE PROMOTION CAMPAIGNS OF COUNTRY COMMERICAL PROGRAM, AND WILL SET BASIC GUIDANCE FOR YEAR'S COMMERCIAL PROGRAM, WE BELIEVE THIS IS NOT APPROPRIATE TIME TO INSTITUTE THIS PROGRAM AT THIS POST, AND PROPOSE TO DEFER IT UNTIL AFTER ARRIVAL OF NEW ECONOMIC/COMMERICAL COUNSELOR AND COMMERCIAL ATTACHE.

2. WE FIND TRADE PROMOTION THEMES ALMOST IDENTICAL IN CONCEPT WITH MAJOR ELEMENTS OF COUNTRY COMMERICAL PROGRAM'S CAMPAIGNS, AND STRONGLY BELIEVE TWO NEED TO BE COORDINATED CLOSELY IN WASHINGTON AS WELL AS AT POST.  
MCCLINTOCK

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 JUL 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974CARACA06477  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ACTION COME  
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**Previous Handling Restrictions:** n/a  
**Reference:** (A) STATE 148736; (B) STATE A-3308  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinjw  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 SEP 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <05 SEP 2002 by ThomasVJ>; APPROVED <16 JAN 2003 by martinjw>  
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**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PROMOTION THEME RECOMMENDATIONS  
**TAGS:** BEXP, VE  
**To:** STATE  
**Type:** TE  
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